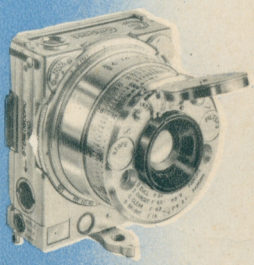
12 POINTS ABOUT The Compass Camera



A New Conception of CAMERA DESIGN

The Compass Camera was designed and built to a pre-conceived ideal. Before even an outline of its form was considered, the esssentials of an *ideal* miniature camera were drawn up and to those essentials the design of the Compass had to conform.

The designer took the following nine points as essential to the design of the ideal miniature camera :

1. It must be *small* enough to be carried anywhere and everywhere with no more conscious effort or inconvenience than is involved in carrying a cigarette case.

2. It must be *comprehensive in its range*, available not only for ordinary snap-shots and time exposures, but for high speed subjects, the taking of colour pictures, panoramas, stereograms, etc.

3. It must be *simple* to use and swift in operation where speed and simplicity are desired.

4. It must be *complete*, with every essential accessory built in as an integral part of the camera.

5. It must include some *simplifying system*, which enables its full technical range to be exploited with complete ease and certainty even by the inexperienced.

6. It must be *finished* in a style comparable to that of a high-grade watch.

7. It must be entirely of *metal* to ensure strength and durability under all conditions.

8. It must be made to the *highest standards of precision* achievable by modern manufacturing technique.

9. It must, when complete, be a single scientifically designed unit, not an assembly of parts.

The Compass Camera completely fulfils each of these conditions. It is designed to cover the widest possible range of views. Its technical equipment is the most complete ever built into any camera, and yet it will slip easily into a waistcoat pocket.

SPECIFICATION

Dimensions.	2½″ × 2.1/10″ × 1.1/82.
Weight.	7¾ ounces.
Size of negatives.	36 × 24 mm. (about 1½″ × 1″).
Lens.	35 mm. focus working at f3.5.
Shutter.	Automatic exposure from 1/500 sec. to 4½ secs. and time exposures.
Focussing by range-finder scale or ground glass screen.	From infinity to 20 ins. by linked range-finder, focussing scale, or on ground glass focussing screen, with focussing magnifier.
Depth of Focuss Indicator.	Embodied in lens cover.
Range-finder.	Linked with focussing adjustment to give correct focussing automatically.
View-finder, Direct and right-angle.	Brilliant optical finder, with right-angle adjustment.
Tripod bush. Stereoscopic head.	Taking the standard $\frac{3}{16}$″ tripod screws. Enables stereoscopic pairs of negatives to be taken.
Panoramic head.	Enables a series of negatives to be taken embracing more than half the full circle, with sufficient overlap to enable effective panoramic pictures to be produced from them.
Spirit Level.	Mounted on top of camera.
Lens Hood.	Collapsable, built into camera front.
Filters.	Any set of three filters can be fitted to special order, the standard set consisting of : K1 Yellow—For orthochromatic emulsions. G Orange—For contrast effects on panchromatic emulsions. X1 Green— For panchromatic emulsions.
Exposure Meter.	Built into the view-finder and marked in conjunction with the shutter, stops and filters.
Pressure plate.	A spring operated plate.

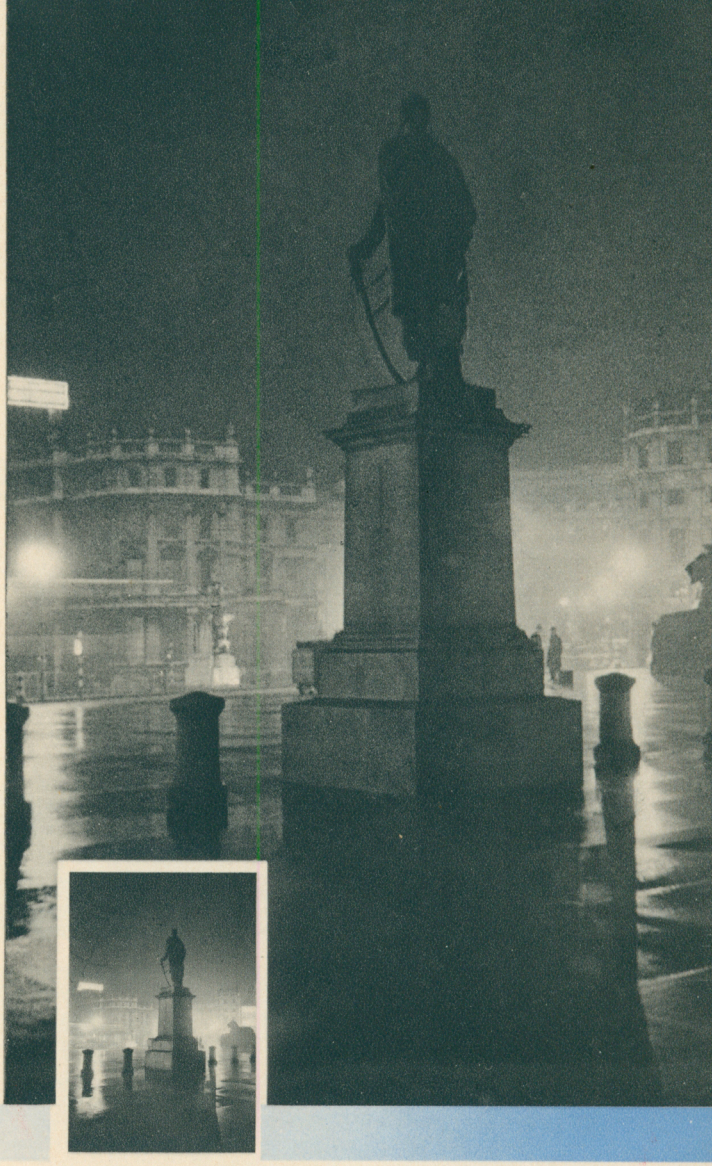
For simplicity, there are indicators on Shutter and snap-shotting. Focussing adjustments to show the normal position for average snap-shots.

The Compass Camera is more than a camera, it is the keystone of a new system of photography, the four features of which are:—

1. Unexampled compactness of apparatus.
2. Wide technical range.
3. Complete simplicity in use.
4. Scientifically controlled results.

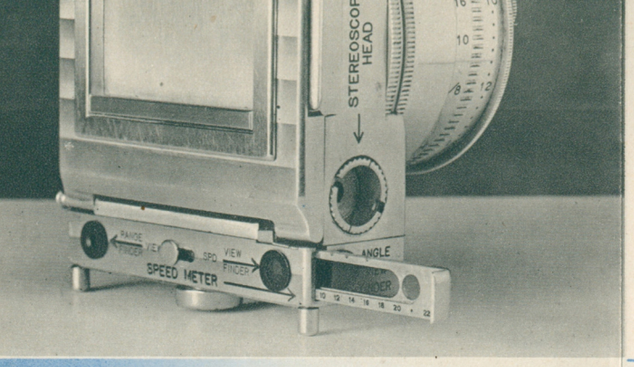
The Compass Camera is made for Compass Cameras Limited (a wholly British Company, licensee of the exclusive Compass patents), by Le Coultre et Cie of Sentier Switzerland, famous as the makers of the finest and the smallest watches in the world.

Thus for the first time watchmaking technique and watchmakers' standards of accuracy are available in a camera.

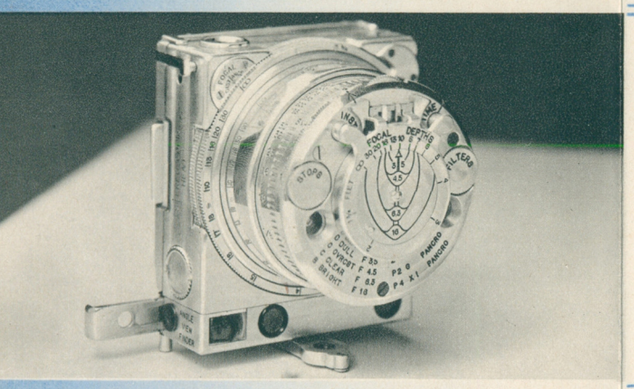


A SNAPSHOT TAKEN WITH THE

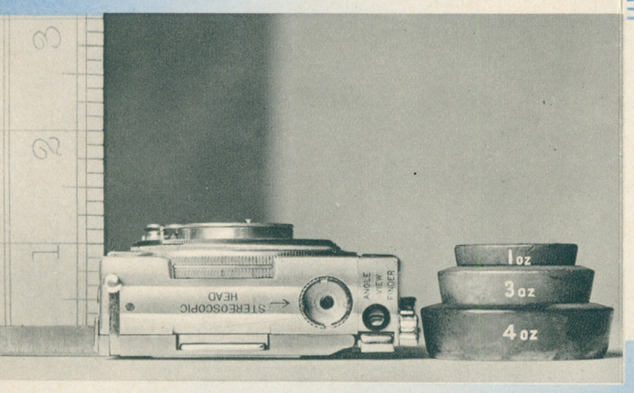
Compass Camera



1 **THE COMPASS UNIT SYSTEM** ensures correct photography automatically. It is based upon the Extinction Exposure-Meter built into the View-finder of the camera and calibrated in conjunction with the shutter speeds, lens stops and filters. The correct exposure under any lighting conditions and with any combination of stops and filters is arrived at instantly and with no more calculation than is involved in adding 2 and 2 to 4.

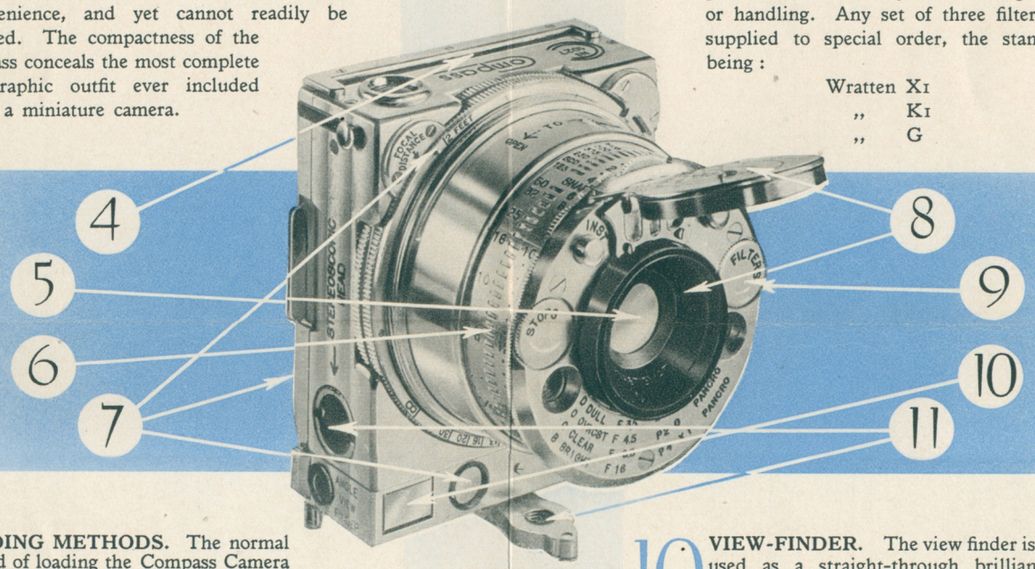


2 **EVERY NECESSARY ACCESSORY** is built into the Compass Camera and is therefore carried without discomfort, is never lost or left at home, and is in consequence always available for use whenever and wherever the camera may be. Wherever you take the Compass Camera you take full equipment for practically any branch of photography. Not only are the essential accessories always with you and never in the way, they are protected against damage as well as against loss.

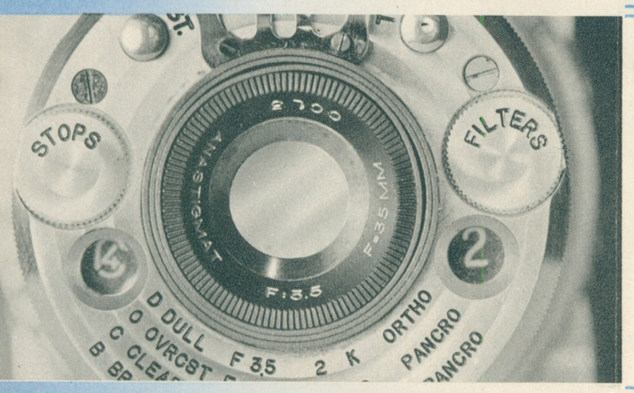


3 **COMPACTNESS AND LIGHT WEIGHT.** The camera is little more bulky than a packet of ten cigarettes—it weighs less than eight ounces. It will slip into a waistcoat pocket or a lady's handbag and can be so carried without inconvenience, and yet cannot readily be damaged. The compactness of the Compass conceals the most complete photographic outfit ever included within a miniature camera.

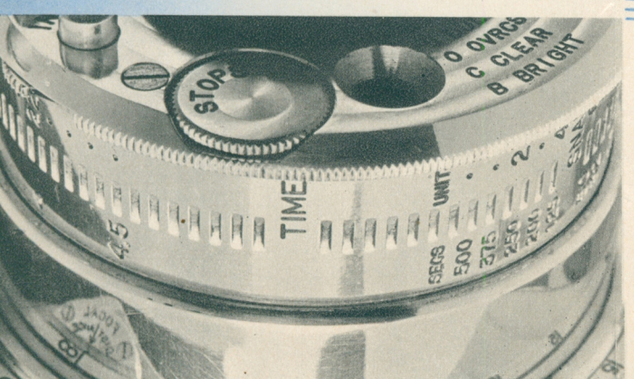
Compass



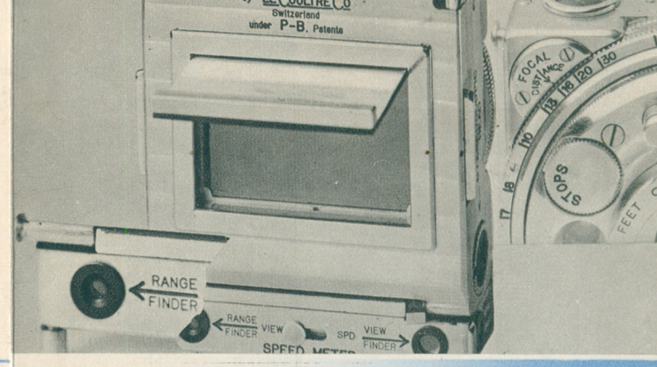
4 **LOADING METHODS.** The normal method of loading the Compass Camera is with glass plates in light-excluding Compass Envelopes, supplied ready loaded with the additional advantage of day-light loading. Individual exposures can be made on the emulsion most suited to the subject, and any can be selected for immediate development. A roll-film-back is also available, taking special six-exposure films on special (patent) spools.



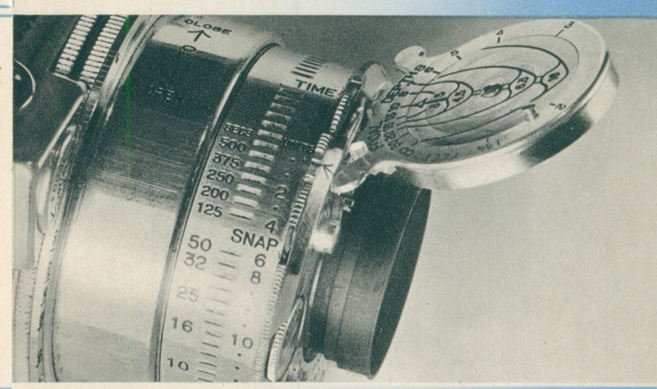
5 **THE COMPASS LENS.** The lens fitted to the Compass Camera is a high speed (f3.5), wide angle (35 mm.), anastigmat made by Messrs. Kerns of Aarau, Switzerland. The advantages of high speed and wide angle combined are many. The lens gives the maximum depth of focus for any given speed, while the aperture is wide enough for high speed and night photography. The lens was designed and is built as an integral part of the camera in order to make possible exceptional compactness without sacrifice of optical efficiency.



6 **THE SHUTTER.** The Compass shutter is designed on an entirely new principal. It has a range of automatic speed from 1/500 of a sec. to 4½ secs. Time exposures are also provided for. Both the release and the action of the shutter are exceptionally free from vibration. The shutter speeds are *accurate*, timed by the finest watchmakers in the world.



7 **THREE FOCUSSING METHODS.** Three means of focussing are provided on the Compass; a *range finder* linked with the focussing adjustment, a *scale* of distances, and a *focussing screen* upon which any picture which may be desired can be focussed and composed. The range finder is a small instrument of scientific accuracy and operates through the full scale of distances down to so short a range as 21 inches.

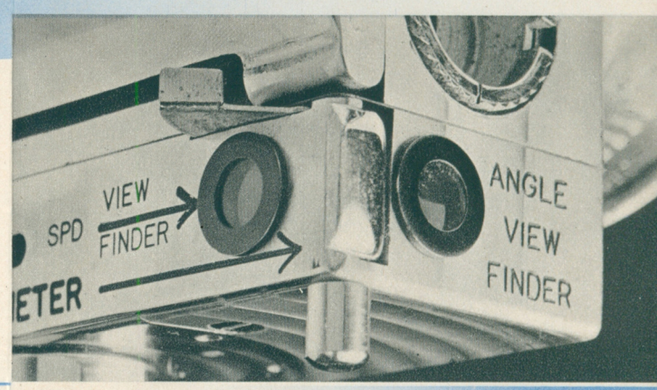


8 **LENS COVER AND LENS HOOD.** The lens cover which protects the lens from dust and damage when the camera is not in use, also forms a depth-of-focus-scale showing what depths are obtained at various focal distances with various lens apertures. The lens cover is so designed that the shutter cannot be released while the cover is over the lens. A built-in lens-hood is also provided and this is invaluable in obtaining clean negatives, free from the fogging caused by extraneous light striking the lens.

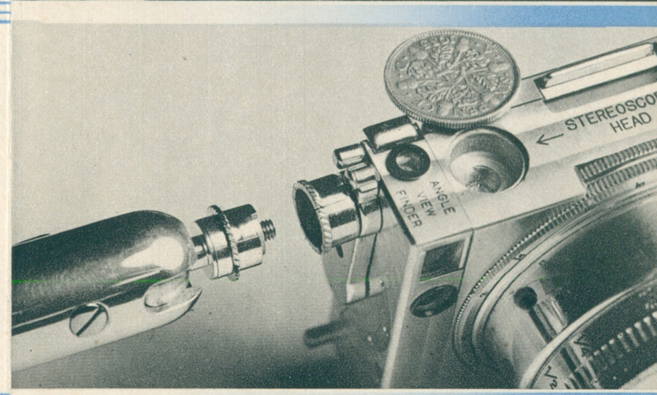
9 **LIGHT FILTERS.** A set of three light filters is built into the camera between the components of the lens. Optically this is the ideal position for filters, while mechanically it protects them entirely from damage by dust or handling. Any set of three filters can be supplied to special order, the standard set being:

Wratten X1
,, K1
,, G

Camera



10 **VIEW-FINDER.** The view finder is normally used as a straight-through brilliant optical finder, but by actuating a small catch on the back of the camera it becomes a right-angle view-finder through which the subject can be viewed while the photographer is facing in a direction at right-angles to that in which he is shooting—a valuable adjunct in avoiding camera consciousness.



11 **PANORAMIC AND STEREOSCOPIC HEADS.** Sunk into the sides of the Compass Camera are two screwed heads which give facilities for taking respectively a series of up to five Panoramic negatives (covering altogether some two thirds of the complete circle), and Stereoscopic pairs of photographs. No additional equipment other than a pocket tripod is necessary.

EVERY COMPASS CAMERA IS BACKED BY COMPASS SERVICE

12 The comprehensive 3 years' Guarantee is given with every Compass Camera, and a service system is being arranged by the manufacturers in all the principal centres of the world. A full range of accessories is being produced. A special quality processing service for negatives and prints of a quality compatible with the quality of the camera itself is being provided through all authorised dealers. The repair service will be operated by Le Coultre technicians in London. In addition to the qualified assistance obtainable from all authorised dealers there will be available, at the London headquarters of Compass Cameras, Ltd., full information, advice and assistance on any problem connected with Compass photography.

Compass Camera

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